

WEEKLY REVIEW

111% GAIN

An Avalanche of Orders Still Pouring In

With the exception of one week, more orders were booked than in any week since June 12th, and at that some few men have stopped work. We are glad to say, however, that the number of men not working is small.

Every man is urged to stay in the field and gather in some of the splendid late business.

Just as this goes to press we opened an envelope from Mr. Finley, which contained a \$600.00 Bank Order. Kenyon subjects in Davis De Luxe turned the trick.

The Weekly Review



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WEEK ENDING, NOV. 6th

On the cover of last week's issue of the Review we predicted a big gain for the first week of November. Of course, at that time reports were not nearly all in, but the indications were that we would show a great increase. We are frank to say however, that we did not look for the astonishing increase announced on the cover of this issue—an increase of 111 per cent. And this is not the most astonishing feature of the work of the field force. The number of orders booked is greater than for any week, with the exception of one since the early part of June. Just stop and give this consideration, and you will then understand why we have made an earnest request that every man stay in the field and gather in his share of the splendid late business that is being placed.

Actually, a number of men on our force have stopped work, despite the fact that we have been announcing enormous increases week after week. There is no reason why any man should stop work at this time. The railroads are handling our shipments to the Atlantic and Pacific Coasts and other points in splendid shape. Our records show that in many instances, shipments have reached Pacific Coast points, on the main lines, in from twelve to fourteen days. We are in shape to handle the late business that is coming in, and if you have the idea that you had better stop work, fearing that your customers will not receive their goods, dispel this idea, and go after some of the good business that apparently is waiting for you. Those of you who are located at distant points could easily work until December 1, and those working in territories nearby should continue work until Convention time.

There will be an opportunity for most of you to rest for nearly two weeks after Convention, and there is hardly a question of doubt, but that active work in the field for the next few weeks would result profitably to every man on the force.

Look at the work of Mr. Cies and others mentioned elsewhere. Mr. Cies wrote a total

of twenty-three orders amounting to approximately \$500.00 during the week. While his sales are not by any means as large as those reported by several other men, the fact that he was able to write an average of four orders a day, is ample evidence of what can be done if a salesman goes after the business.

When one stops to analyze the work of the sales force for the past several months, it is simply astonishing, and the writer is frank to say that he hardly knows just what point to emphasize the most strongly. During the last six months of 1908 the work of the G.-B. sales force was little less than marvelous. We had been going along at a splendid gait the first six months of the year, and when the first half was over we attempted to make an estimate of the volume of business that would be written during the last six months and even the most optimistic fell far short of the volume of business reported the last half of 1908. We mention this fact because it bears directly on the announcements we have been making during the past several weeks. There has hardly a week passed for which we have not announced enormous gain over the corresponding week of last year. The average increase running from 80 per cent to 125 per cent, and one week actually showed an increase of 160 per cent.

Those of you who read the Review about this time last year, will probably recall that we made the statement that October of 1908 was the largest month after April of that year. This was rather a remarkable showing, but the astonishing part of it is that we are now able to announce that the salesmen have made an increase of 100 per cent for October just past, over last year. Think of it—just double the business booked for the same month of 1908.

In last week's issue we made an appeal to the sales force for steady work during the month of November, as in order to maintain our splendid increase we would require the assistance of every man on the force, and we are glad to say that the force has responded nobly.

The first week of the month shows a gain of 111 per cent, and everything points to the second week showing a gain of 100 per cent or better. At this writing the figures are not all in, but we are assured of a big gain.

We want every man on the force to keep up the good work, at least during the balance of this month, if not until Convention time. If every man will do his share we feel safe in saying that we will be able to announce later an increase of 100 per cent or better for November.

There will probably be but one more issue of the Review, after this issue, and we are not going to attempt to review the business for the week carefully, but will go into details sufficiently to enable you to get an idea of what is going on in the field. We might add that some of the orders referred to were booked since November 6 and of course, would rightfully belong under week ending November 13.

Mr. Staley reports some mighty fine orders. One we referred to in last issue of the Review. Since publishing the telegram, the signed order has been received. It specifies special color mounts in sizes 12x15 and 12x16 and amounts to \$1,200.00. Another good order he booked called for Kenyon Series Mailing Cards, and amounts to \$398.00. These two nice orders added to some other fair business that Mr. Staley has written during the past two weeks gives a splendid total.

Mr. Urmson reports some good business. One order from a metal works calls for "The Sentinel" in 15x20 Mount with reinforced mailers. It amounts to \$414.00. Another good order for special envelope Calendars amounts to approximately \$400.00. Still another calling for "The Sentinel" in jumbo roll, given him by a cornice manufacturer, amounts to \$103.00.

Mr. Meyer reports a mighty fine business. For week ending the 6th he had a total of ten orders. Two orders booked on Monday amounted to \$217.00 and three on Thursday \$112.00, three on Friday \$366.00. Adding to this some other fair orders, including a subject-to-countermand order, which passed the critical point, he had a mighty fine total for the week. During the week following he has reported business every day but one. One good order was from a manufacturer of electrical supplies. It calls for 1,500 12x15 special mounts. Another good order is a bank order amounting to \$160.00.

Mr. Woodman's total for the week ending the 6th was helped out materially by two sub-

ject-to-countermand orders, which passed the critical stage. These two orders amounted to \$300.00. On top of this he reported ten other orders for the week. Not counting the help that Mr. Woodman received by the two good orders that passed countermand, he had a very fair total.

Mr. Coleman reports business every day with a total of eleven orders, which aggregate in all over \$450.00. Two of his best orders were for Mailing Cards, one calling for 6,000 of the Kenyon Series, the other for 6,000 of the Palm Series in size 4x7.

Mr. Cies has a record for the week to be proud of. He booked business every day and a total of twenty-three orders, and in addition to this he had a subject-to-countermand order pass, which amounted to about \$50.00. If any evidence is needed of the fact that orders are plentiful, we point to the work of Mr. Cies for the past several weeks, during which he has reported an average of better than ten orders per week, and now comes along with the splendid week's work referred to. This is a record he can feel mighty proud of. Some of you fellows, who are doing little or nothing should sit up and take notice.

Mr. Lott landed a nice order which helped swell his total for the week. It is from a drug company and specifies 3,000 of "A Merry Christmas" in Series D28 and 3,000 Post Card Announcements. Mr. Lott does not report any other large orders for the week, but he had a

Two Telegrams

Port Arthur, Tex.
The Gerlach-Barklow Co.
Joliet, Ill.
One \$600.00 order today making
\$900.00 in two days. Guess
I'm crazy too.

H. B. McDonald

H. B. McDonald
Port Arthur, Tex.
It's great to be crazy.
Congratulations. Keep it up.

K. H. Gerlach

NUF CED

total of ten orders and business for five days. The total volume of his business is approximately \$400.00.

Mr. Donoghue reported business every day. His largest order was given him by an ice cream manufacturer. It calls for 500 Kenyon Series Davis DeLuxe with reinforced Mailing Devices and 2,000 Fans.

There were some other mighty nice orders placed, a few of which we will mention:

Mr. Barber sold a florist 500 Davis DeLuxe in Series D33 and D402 with Mailing Devices. Mr. Byron's best order was from a Business College, 25 jumbo rolls with tubes and 6,000 Kenyon Series Mailing Cards. Mr. Conkling sold a bank \$100.00 worth of jumbo rolls and 500 Davis DeLuxe, Series D31.

Mr. Considine sold a machinery company 6,000 Kenyon Series Mailing Cards. Mr. McLaughlin sold a tailoring firm 4,000 Cardboard Calendars 3502-3-8 and 9 assorted. Mr. McCullough landed a Gents' Furnishing Co. for 500 Davis DeLuxe.

Mr. W. A. McDonald sold a medicine company 200 of D803 with reinforced mailers. Mr. Moore's best order of the week was from a wholesale millinery. It specifies 1,000 Davis DeLuxe with Mailing Devices. Mr. Pollock sold a last and die company 800 special mounts at \$234.00.

Mr. Rowe sent in a good order from a manufacturer. It calls for 1,000 Davis DeLuxe D33012. Mr. White sold a music house 500 Davis DeLuxe and a manufacturing concern 100 of No. 101 jumbo roll, and 100 of No. 701 roll with Mailing Tubes.

Have you marked particularly the splendid sale of Davis DeLuxe Mounts? The demand for this dainty little series is simply astonishing.

Business Regularity

Four salesmen report business every day. Messrs. Cies, Coleman, Donoghue and Huffert, and four report business every day but one. Messrs. Brooks, Burrows, Carter and A. E. Gerlach.

The showing under this heading is certainly very satisfactory. As a matter of fact, nearly every man, is apparently doing active work in the field, and reporting a good business. This statement is borne out by the fact that not only was the increase for the week remarkable, but the number of orders booked was unusually large.

Number of Orders

Mr. Cies easily stands No. 1 under this heading with the splendid total of twenty-three orders. This is a record that any man might be proud of at any time of the year and particularly so at a season of the year when some salesmen seem to feel that there is no business to be had.

Messrs. Woodman and Donoghue tie for second place with twelve orders each. Mr. Coleman follows with eleven orders. Messrs. Brooks, Huffert and Meyer follow with ten each.

These nice records are followed by a long list of men reporting a fair number of orders, and in view of the fact that as we have stated elsewhere, the number of orders booked for the week was the largest for any week, with the exception of one, since last June, it is hardly necessary to make any further remarks on this subject.

Exclusive Sale of Fans

Since fan orders have been coming in with regularity, it is noticed that salesmen seem to pay little or no attention to the exclusive sale or use of fans. There are four subjects, and unless the order is an important one, there is no reason why you should give a customer an assortment. You should be just as particular as regards the exclusive use of fans as you are regarding calendars. If a man wants but a thousand fans sell him one subject, then you will still have three subjects left to sell other people. If you make three or four sales in a town and give each buyer an assortment, we are afraid you will not hold your trade very long.

We would suggest that you hold a customer down to one subject or at most two subjects. This would give you the opportunity of making another sale in the town without confliction. You must remember that you will carry fan samples with you early in the year, and the chances are you will be working many towns which you are now working, and if you have given the use of all four subjects to one buyer, you will have nothing left to show other prospective buyers.

The Kind of Work That Pays

Mr. Brooks is working his territory with the view of building it up. A few days ago he sent in two bank orders, small orders to be sure, but at the same time both were from banks who

had placed their orders long ago, and it was only after hard work that Mr. Brooks finally sold them a small lot of G.-B. Calendars, simply so that they could form an idea of the impression G.-B. Calendars would make on their customers.

There is no question as to what the result will be, particularly so since Mr. Brooks sold them our dainty DeLuxe Mounts, and next

year he is more than likely to walk away with the entire order of each of these institutions.

Regarding these two orders Mr. Brooks writes as follows:

"I enclose two small bank orders. Both bought Calendars months ago, but couldn't pass my DeLuxe without having just a few. Next year, however, they agree to see us *sure* before buying a dime's worth."

CONVENTION NOTES

1910 Campaign Opens Dec. 27th

We have again made an agreement with the leading companies, in which it is agreed that salesmen are not to make any sales or show the 1911 line until Monday, December the 27th next. This will allow you one week after Convention in which to get into your territories and rest up for the strenuous campaign of the early months of the year.

We want every man to be in fighting trim and prepared to start work early on the morning of December 27th.

Question Blanks

With last week's issue of the Review we sent each regular salesman a blank headed "*Questions to be Answered at G.-B. Convention.*" A number of salesmen have responded with their list of questions, but there are still many to hear from, and we want to urge upon every man the importance of filing his list with us as early as possible, so that we can classify, and answer all question intelligently.

You will probably realize that it will be impossible to answer each man's individual questions. We therefore will have to classify them, which will require some little work.

We note in some of the blanks sent in, that salesmen have stated: "I would like to know about 'so-and-so', but assume that this matter will be explained at the Convention." We don't want any man to assume that he will get the information he desires unless he asks for it. In other words we want you to enumerate all questions that you wish answered, no matter how trivial they may appear to you.

Our idea is to make our 1909 Convention a school of instruction. We will all try to learn more about the Calendar business. We venture to say that there are many of the older sales-

men on our force, who need enlightenment on many points. Don't feel ashamed to ask questions, simply because you have been selling Calendars for some few years. We are frank to say that in the course of manufacturing and in the sale of Calendars, new points arise almost daily and we know this is also true in the field.

We want every man to come to our Convention with the idea of mastering the proposition or at least of gaining information necessary for him to enter the field and handle the proposition intelligently from every standpoint. It is for this reason that we are going to devote so much time to the new line, the figuring of special Calendars, the price book and other points of vital interest to every man on the sales force.

Tags For Sample Cases

In envelope last week, containing the Review, we enclosed for each man a tag or tags, as the case might be, so that he could attach them to his sample cases before starting for Convention. If for any reason you have not received same advise us promptly. We want every case that comes into the house, tagged so that we can identify it and credit it to the salesman bringing it in. If there is any special repaying necessary on your case, make notation on the tag or inside the case, so that it will not be overlooked when your case is received.

Every Man Is Urged to Attend Convention

If for any reason it will be impossible for you to attend Convention, we would like to hear from you as early as possible. We want every man to make an effort to be here. We have planned to make this the most important Convention ever held in the interest of a sales force.

and we feel confident that the older salesmen, as well as the new men will derive great benefit from this Convention. *We want every man to be present on the opening day.*

Hotel Accommodations

Those of you who attended last Convention will recall that hotel accommodations were divided between the Hotel Munroe and the Hotel Duncan. On account of track elevation the Hotel Duncan has been razed but we have made arrangements with the Hotel Munroe for accommodations and each man will be taken care of as he arrives.

It will not be necessary to write the hotel for accommodation, as this matter has been attended to and we have the assurance of the proprie-

tor, that the very best of attention will be given our guests. There are, of course, several other hotels in Joliet, but the Hotel Munroe is undoubtedly the best, and furthermore, we believe it will be more congenial if each of you register at the Hotel Munroe as you arrive.

Expense Checks

In due course of time each man will be mailed a check covering the expense of the trip to Joliet, to attend the Convention. See that your route card is sent us regularly or if you are out of your field for any reason let us know where to reach you at all times so that if anything of importance comes up, previous to starting for Joliet, we may be able to reach you.

PULL, DON'T JERK

"If there is one business on earth that a quitter should leave alone it is advertising," says John Wanamaker. "To make a success of advertising one must be prepared to stick to it like a barnacle on a boat's bottom. Advertising doesn't jerk, it pulls. It begins very gently at first, but the pull is steady. It is likened to a team of horses pulling a heavy load. A thousand spasmodic jerks will not budge the load, while half the power exerted in steady effort will start and keep moving."

Common sense in an uncommon degree is what the world calls wisdom.—Coleridge.

In our business we call it the power that pushes around the G.-B. wheel of progress.

"Enthusiasm breakfasts on obstacles, lunches on objections, dines on competitors, and rests in peaceful slumber on their scattered tail feathers."

It is better to wear out than rust out. Many persons have heard this saying, and then rusted away!

There is not a single moment in life that we can afford to lose.

No, nor will wasting time moaning over yesterday's failures make successes out of today's opportunities.

The worker can take joy in the doing, and joy in what is done. He can be happy three times—in thinking of what he is going to do, in working at it, and in looking back at what he has performed.

The man who can bottle up his wrath at all times is a corker.

The man who always tries to get in on the ground floor isn't the man who usually comes out on top.

When wise men speak, fools only close their ears.

You can't play with mud without getting dirty.

Courage is often only ignorance.

He who takes his own time generally takes other peoples, too.

Consulting the time-table after the train is missed doesn't add very much to the beauty of the station.